INFORMATION LETTER

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Wage-Hour Hearings Halted by Transfer of Chairman

Hearings on proposed amendments to the Fair Labor Standards Act were cancelled this week because of the transfer of the subcommittee chairman, Senator Douglas (Ill.), from the Senate Labor Committee to the Senate Finance Committee.

It is expected that Senator Neely (W.Va.) will be appointed chairman of the Subcommittee on Labor, and that he will resume the wage-hour hearings that were begun under Senator Douglas' leadership on May 8.

Other members of the Subcommittee on Labor are Senators Kennedy (Mass.), Smith (N.J.), and Goldwater (Ariz.). It is expected that another Senator will be named to fill Senator Douglas' place on the Labor Committee, and there also remains a vacancy on the subcommittee which is conducting the hearings on wage-hour legislation.

Secretary of Labor Mitchell was scheduled to present the Administration's views on coverage on May 22, but his appearance had to be postponed.

Canning Equipment Sanitation

The Committee for Sanitation of Canning Equipment, recently appointed by the N.C.A. Committee on Scientific Research, met at the Association's Washington, D. C., headquarters, May 16. The Committee was joined with a similar committee of the Canning Machinery and Supplies Association to form the Joint Committee for Sanitation of Canning Equipment with co-chairmen W. E. Vaughn of American Can Co. and E. S. Doyle of N.C.A.

The objectives of the joint committee will be to study canning equipment and formulate recommendations pertaining to its sanitation. Two projects—post-cooling can handling, and raw fruit and tomato washers—were selected for the first year's work, for which two task committees will be appointed.

Directors Give Attention to Programs Helping To Sell Canned Foods

The N.C.A. Board of Directors, during its two-day spring meeting, May 18 and 19, at Hotel Statler in Washington, D. C., took action as follows:

Voted acceptance of the recommendation of the Administrative Council to continue without change the budget of $1,359,105.00 approved by the Board at its Convention meeting in January and authorized use of reserve funds in the event of a deficit at year's end.

Approved the recommendation of the officers that the 1958 Convention be held in Atlantic City the third week in January in accordance with the previously approved policy of alternating Conventions between Chicago and Atlantic City, and that the Canning Machinery and Supplies Association and the National Food Brokers Association be invited to participate as usual. Appointment of a special committee to assist the officers in working out joint arrangements with the other sponsoring associations was authorized.

The Board also approved recommendations of the Convention Program Committee that the 50th Anniversary Convention in 1957 be streamlined to three or four general sessions with headline speakers for each, representative of production, research and marketing.

Authorized review by a committee of scientists representing N.C.A. and the Can Manufacturers Institute of new methods for determining nutrients in canned foods, new information and improvements in canning techniques, and that this committee recommend future nutritive studies they deem advisable, along with cost estimates. Funds were authorized for the use of this Committee in making such review and preparation of its recommendations.

Elected Henry W. Hartle of Owatonna Canning Co., Owatonna, Minn., and Shell R. Clevenger of Bush Brothers & Co., Dandridge, Tenn., to vacancies on the Executive Committee.

Approved appointment by President William U. Hudson of a special fact-finding committee to make a reappraisal of N.C.A. objectives and activities and to report back to the Board at its meeting next February.

Programs That Help Sell Canned Foods

The Friday afternoon session of the Board was given over to certain of the activities of the Association that are designed to aid the membership in selling canned foods. As President Hudson expressed it, in introducing a series of *(Please turn to page 215)*

How Labeling Research Helps Marketing of Canned Foods

By C. Meryl Sullivan,
Director of Labeling Research

State Relations

Because of the fact that restrictive legislation on canned foods at the state level frequently is concerned with consideration by local authorities of special labeling requirements to apply to canned foods sold at retail within the state, the N.C.A. Labeling Committee in recent years has sponsored a program of increasing personal contacts with food regulatory officials in many of the states. These contacts are made whenever a problem of local legislation or interpretation arises, or when the food regulatory official can be visited casually during the course of a field trip. The chief regulatory official of the state is asked whether he would like to have a copy of the N.C.A. Labeling Manual entitled, *Modern Labels for Canned Foods*. Thus far, the answer has always been the same: he wants a copy. In fact, Milton Duffy of California—whom many of you know—has placed a copy of the Manual in each of his 14 field offices.

The purpose of distributing copies of the Manual to state, as well as federal food regulatory officials, is to establish uniform use throughout the country of this textbook on labeling for canned foods. At the same time, control of the contents of the Manual—except for certain specific federal labeling requirements—remains in the hands of the food industry itself. The N.C.A. Labeling Committee, as the representative of the canning industry in this area of operation, supervises the details upon which the control rests. The Labeling Committee is most careful in reaching a conclusion after deliberation about the advisability of any change in the contents of the Labeling Manual. All *important* changes in the Manual, especially those which involve a question of policy, are submitted by John Baxter, Chairman of the N.C.A. Labeling Committee, for approval of the N.C.A. Board of Directors.

Of course, where there are changes in the legal requirements under the Food and Drug law, the Manual is kept up to date. These changes in the formal legal requirements come about when new standards of identity, quality, or fill are promulgated. In the development of these standards the Labeling Division works with the N.C.A. Laboratory and with N.C.A. Legal Counsel. Another kind of change in the legal requirements may occur where there is a change in interpretation by FDA. At the present time the Association is developing for presentation to the FDA some proposals which may eliminate double sets of labels—marked "Packed By" and "Distributed By"—where a canner fills out a portion of his pack by purchase. Finally, changes in FDA policy are sometimes revealed by discussion of particular labeling problems.

After a change in Manual contents has been approved by the Board, revised (or supplementary) loose-leaf sheets are distributed to the Manual users throughout the country who now number approximately 6,000. In addition to the canners and state and federal food regulatory officials, the Manual is used extensively by label manufacturers and important food distributors from coast to coast.

As a result of personal contacts with state regulatory officials, adverse interpretations of state laws (and sometimes new and unnecessarily restrictive legislation) have frequently been averted, as some of you know from personal experience.

For example, in March of this year the advance copy of the agenda for the annual convention of The Association of Food and Drug Officials of the Southern States listed, as a topic for consideration by food regulatory officials of the nine states, a proposal that the label for all kinds of processed foods carry the name and address of "the actual manufacturer" on distributors' labels. When this topic was brought up for formal consideration, Dr. Constable of North Carolina, president of the regional association, announced that "a representative of industry" had some information to present on this subject. I was the "representative." Meanwhile, officials from some of the other states had also committed themselves prior to the meeting—unofficially—to oppose the proposal. It was defeated in an open meeting of the association.

These "State Relations" are not conducted in an atmosphere of "lobbying activities," but rather on a basis of appealing to a state official (who usually is a technically-trained person—frequently a chemist) to consider the over-all effect upon consumers of these unnecessary local trade barriers. The approach is made on a "prestige basis," stressing the interest of the canning industry to serve the consumer honestly and efficiently, as is logical—even by the principle of "enlightened self-interest"—for an industry whose survival depends upon frequent repeat sales.

The state regulatory officials have also expressed considerable interest in the efforts being made by the industry through the N.C.A. Labeling Committee: (a) to teach the new generation of consumers how to read labels on canned foods; (b) to bring about voluntary standardization-in-use of descriptive labeling terminology on canned foods as a service to the consumer.

Consumer Education

Upon request from high school teachers, copies of this sheet entitled, *How the Descriptive Label Helps the Canned Foods Shopper*, are sent out in sufficient quantity to permit each student to have a personal copy. For the past four years, distribution (based upon requests) has been averaging approximately 800,000 copies a year.

However, the N.C.A. Labeling Committee realizes that it would not do much good to teach the new generation of consumers how to read a label on canned foods if the labels they actually find on shelves in the stores do not conform to the pattern taught.

Consequently, an intensive campaign to bring about voluntary standardization-in-use of descriptive labeling terms for canned foods was renewed shortly after the release of the present edition of the N.C.A. Labeling Manual in October, 1951. Starting in November of that year a questionnaire survey, which extended over a three-year period, was made to determine opinion of canners as to which single descriptive label term would be most meaningful to consumers in those cases where the FDA regulations permit a choice between alternate labeling terms. The N.C.A. Labeling Committee has reviewed very carefully and conscientiously the results of this survey, and the Chairman has presented to this Board of Directors the suggestions of the N.C.A. Labeling Committee as to which single term should be recommended to the industry for standardization-in-use.

The terms endorsed by this Board have been summarized in *Standardized Descriptive Labeling Terms Recommended to the Food Industry*. On the other side of the sheet appears a brief explanation designed to make clear to canned foods distributors the purpose underlying this campaign for bringing about voluntary standardization-in-use of descriptive labeling terms:

Purpose

"Present-day methods of merchandising canned foods—with their increasing emphasis on self-service buying—have made the label more and more important as the point-of-contact salesman for canned foods. Recognizing this, the National Canners Association has been working intensively for over three years on a program designed to simplify the descriptive terms on labels as a service to the consumer—who under normal purchasing conditions is obliged to walk past row after row of canned foods on the shelves of grocery stores and

must make a selection, guided chiefly by the information on the label.

"For this reason the N.C.A. has consulted all of the packers of each canned food product for which *alternate* terminology is permitted under the mandatory provisions of the Food and Drug Administration. Each packer was asked which single term—in his best judgment—should be standardized by industry-wide practice from coast to coast. The N.C.A. has not at any time attempted to interject any theory or viewpoint of its own, but has served only as a clearing house for collecting and analyzing the recommendations of the packers of each product.

"The study has been restricted exclusively to the *descriptive labeling terms*. No attempt has been made to analyze or comment upon other features of the label, such as label design, selection of color schemes, vignettes, use of advertising and promotional material on the label, nor the use on the label of supplementary information which may be helpful to the consumer—such as recipes, information about the number of servings, etc.

"The objective of this standardization program is to help the consumer by relieving her of the unnecessary and undesirable burden of remembering that several different words all mean the same thing. For example, the terms "Early Peas," "June Peas," and "Early June Peas" all are used to identify the same product. This *may* be clear to many of the middle aged or older housewives. But it probably is *not clear* to the new generation of housewives who start their homemaking careers by walking past a row of labels in a food store sometimes almost as long as a city block, and are obliged to select from the shelves the particular product best suited to the needs of their own families.

"Since this burden upon the modern consumer may retard the sales of canned foods and serves no useful purpose, the canning industry is now simplifying the descriptive terminology on its labels to agree with the results of the three-year study. In addition, the majority of wholesale grocers and other owners of private brand labels are also participating in this campaign so as to serve better the interests of the consumer—and at the same time to facilitate the sale of canned foods."

Distributor Relations

Since the endorsement of these terms by the N.C.A. Board of Directors, an intensive "selling campaign," based on personal visits to important private brand label owners has been conducted. Many of these distributors consider this activity, sponsored by the N.C.A. Labeling Committee in the name of the industry, a very important help to the merchandising of canned foods. Almost all of the key distributors visited have pledged unqualified support to this campaign because they believe it will assist in the selling of canned foods.

This program of enlisting the cooperation of the important key distributors, or "pacemakers" in the merchandising of canned foods has necessitated a considerable amount of travel, as cooperation can be obtained only as a result of personal visits to their various headquarters, but is justified by (1) improved relationships with distributors, and (2) even more important, the benefits which will accrue to the consumer from standardized use of descriptive labeling terms.

In closing I should like to mention the fact that we have worked very closely with the Grocery Manufacturers of America in the latest revision of their labeling pamphlet which is now called *The Label Tells the Story*. Copies of this have been distributed to (a) newspaper food editors throughout the country, (b) key women commentators on radio and television, (c) farm home editors, and (d) approximately 300,000 "key people" in women's groups throughout the country, such as local representatives of the General Federation of Women's Clubs, home economic educators, etc.

Report of the Consumer and Trade Relations Committee

By Norman Sorensen, Chairman

The Consumer and Trade Relations Committee carries a definitive title. The name implies that our program consists of two distinct parts, each with its own problems of organization. But both parts are focussed on the common objective of increased sales of canned foods. The Consumer Relations aspect of the program is carried out principally through publicity about canned foods in the form of special articles in magazines, newspapers, radio programs, TV appearances—all publicizing the various virtues and values of canned foods to consumers.

The Trade Relations phase picks up where the publicity campaign leaves off. Its objective is to improve the efficiency of selling and merchandising canned foods, thus ensuring that consumers entering the store, favorably disposed toward canned foods as a result of the publicity they read, will select, buy and carry away increased quantities of this merchandise.

Our Committee, consisting of canners thoroughly representative of large, medium and small operations, and representative also of the entire body of canned food items, functions in an advisory capacity to the N.C.A. staff and the professional agency working on this special activity. We have a technical subcommittee made up of professional men in the promotion field. We call them the "shirt sleeve" task force. They contribute their professional knowledge and advice as to the ways and means of carrying out specific phases of the program.

The responsibility for executing the program rests on selected members of the N.C.A. staff and the Dudley-Anderson-Yutzy organization. Responsibilities are divided between the N.C.A. staff and the agency on the theory that the staff has available or can work up scientific and technical information which is suitable raw material for publicity purposes, and the DAY agency provides the professional know-how and techniques for shaping this material into forms that will appeal to the public and also to develop the methods for disseminating the information.

The ABC Book is a good example of this cooperative technique. From N.C.A. publications and other sources, staff writers at DAY wrote the original manuscript. This copy was thoroughly checked by the Laboratory personnel for processing and technological facts; the Raw Products personnel on references to field operations and controls; the Consumer Service Division for data in the copy pertaining to use of canned foods; the Statistics Division for production and pack information; and the Information Division did the editorial job of consolidating all suggested revisions and completing the final form of the manuscript for printing. This final revise for publication thus contained the authenticity and accuracy that could be achieved only through the teamwork of the many professional skills on the N.C.A. and DAY staffs.

For purposes of coordinating the activities of the staff and agency, an inside operating committee consisting of Nelson Budd as chairman, and Jack Stier and Katherine Smith acts to represent the staff, and monthly meetings between this group and their opposite numbers in the DAY agency—George Anderson, Dan Callahan and Jean Way—are held, usually at the Washington headquarters office.

What do we expect to accomplish through our efforts to publicize canned foods? It is hoped that our work, together with the individual activities and efforts of canner members, the advertising and promotion programs of the container companies, of other trade organizations like C.M.I., and the various commodity promotions, will kindle in the minds of the consuming public a desire for more canned foods, thus inducing the con-

sumer to enter the grocery store in a frame of mind that will encourage her to seek out the canned foods that have been so glowingly described through this program.

We know you will want a progress report on past, present, and future projects of this program. We felt that the best picture of what we are doing and planning could be conveyed through the medium of film and sound track. The DAY organization prepared, with the assistance of the N.C.A. staff group, a special graphic presentation of this program, which will now be shown.

Report on the Consumer and Trade Relations Program

By George Anderson, Dudley-Anderson-Yutzy

Early in 1954 the National Canners Association launched the Consumer and Trade Relations Program, and it was a well-timed move. Almost simultaneously the fresh fruit and vegetable association began a greatly expanded campaign on behalf of its products and the frozen food industry similarly expanded its program. All in all, food promotion continues daily to increase *(scene of super market interior)*. Taking into account both industry and brand activities, there is hardly a product in the grocery store that doesn't have a voice raised in its behalf.

In behalf of canned foods, the Consumer and Trade Relations Program has aimed to reach as many people as possible with as many worthwhile messages as possible *(pictures of various publicity media)*. Our program, directed by the industry C.&T.R. Committee, has been a blend of basic information on the canning industry, with tailor-made materials prepared for special interest groups—the teenagers and working women.

Since the Consumer and Trade Relations Program has been in effect, every month one—two—three—five magazines on the newsstands have featured canned foods *(picture of newsstand)*. The prestige story which says "Take advantage of canned foods' built-in maid service and add the creative touch," has been a dominant theme throughout. You will all remember these.

DOROTHY KIRK—One of my favorites among the food features we did while I was food editor of *Woman's Home Companion (cover of magazine)* was the 13-page article "Because of Canned Foods We Eat Better Today" *(reprint of article)* with a half-dozen glamour spreads like this *(food photo from article)*. Then in January, 1955, I attended a cutting bee in California *(scenes of cutting bee)* which resulted in another interesting and informative canned foods feature.

This report was in the form of a color slide film with sound track, utilizing Mr. Anderson's voice and the voices of 25 other individuals. The text indicates the visuals that were shown on the screen to illustrate the report.

GEORGE ANDERSON—Dorothy Kirk has now retired and Sylvia Schur is the *Companion's* food editor.

MISS SCHUR—We at the *Companion* are well aware of the contribution of the canning industry to the quality and variety of the American diet. Canned foods are being given new dimensions in our editorial planning. In the July issue, for example, they are an important part of an exciting new food idea—cold casseroles *(food spread from magazine)*.

MR. ANDERSON—Here is Blanche Stover speaking.

MISS STOVER—At *Parents'* *(masthead of magazine and reprints of article)* we try to give our busy mothers with many children to feed food recommendations which combine good nutrition, convenience, and glamour as we did in the article "Canned Foods for Better Family Meals."

GRACE WHITE—Speaking for *Family Circle (reprints of article)* I can say as I did at your 1955 Convention that the women of our country want to keep up to date *(cover and inside pages)* and take advantage of the fine foods you canners offer them. We plan our food pages to help.

MR. ANDERSON—Here's *Look* magazine's food editor Marilyn Kaytor.

MISS KAYTOR—At *Look* our whole family audience responds to the dramatic presentation of canned foods virtues. The "Pantry Shelf Trousseau" story made a big hit *(masthead of Look and reprint of article)*.

MR. ANDERSON—This is Sigana Earle.

MISS EARLE—The objective of *Seventeen's* food pages *(Valentine issue of magazine)* is to tell our teenage girls about the wonderful variety of quality foods available and to inspire them to be intelligent shoppers and modern creative cooks. Canned foods are, of course, a major part of the story *(reprint of Thanksgiving feature)*.

MR. ANDERSON—As Dr. Frederick J. Stare of the Harvard School of Public Health said:

DR. STARE—*(McCall magazine cover, photo of Stare, reprint of "How Fresh Is Fresh?" article)*. Actually, commercially processed foods may even be better than fresh or home processed foods because of the fact that they are always picked at the right stage of maturity and quickly processed under scientific, controlled conditions so as to retain the full flavor and maximum nutrition value.

MR. ANDERSON—For *Vogue's* socially-select audience *(cover, Americana number of Vogue and "Connoisseur on Cannery Row" feature)* "Crystal, silver, fine china, and a new American phenomenon—fine cooking, out of a can." Wonderful illustrations of food editors' appreciation for canned foods go on and on . . . and we hope they always will. Some magazines now make glamour meals from canned and packaged foods a monthly feature *(series of visuals: Everywoman's cover and reprints of article; Better Living feature, "Cook It the New Way"; Ladies Home Journal cover and reprint; American Home masthead and "Take a Can" feature)*. Now here is Charlotte Adams speaking.

MISS ADAMS—*Charm* magazine is edited especially for the 21 million women who work *(three Charm covers and reproductions of features)*. They're the gals with more money than time, an audience which appreciates the quality and convenience your products provide. Our monthly food series "Meals in Minutes for After-five Cooks" is most successful.

MR. ANDERSON—All of N.C.A.'s facilities are utilized in keeping these editors fully informed about the canning industry and its products. In January many of them spent a day at N.C.A.'s convention *(Photo, Food Editors Conference)*.

POPPY CANNON—Speaking for myself and for our magazine, *(House Beautiful cover, Can Opener Cookbook and picture of Miss Cannon)* we are very happy and maybe a little smug to be able to say to the world right now: "we told you so." For we have been saying for quite a long time that the canning industry has been a prime factor in allowing the modern epicure to translate and to enjoy the great dishes of all time, all countries and all seasons, and to do it quickly, easily and superbly. And by the way, may I tell you how much all of us—the food editors—enjoyed our visit to Atlantic City. I do congratulate the National Canners Association for giving us on that occasion so much in the way of interesting facts along with delightful entertainment.

MR. ANDERSON—Last fall they received a comprehensive reference book, *The ABC's of Canned Foods (picture of book)*. This comment by Dorothy Marsh of *Good Housekeeping* sums up the way it was received:

MISS MARSH—Here in the Good Housekeeping Institute we find *The ABC's of Canned Foods* an invaluable aid *(group photo, Katherine Smith, Mr. Anderson and Miss Marsh)*. I keep my copy right near my desk for easy reference at a moment's notice.

MR. ANDERSON—As you would expect, N.C.A.'s consumer relations program reaches every medium of communication. Here are food editors of farm publications inspecting sample canned vegetables during a meeting in Washington in the fall of 1954 *(photo, Farm Food Editors in N.C.A Laboratory)*. They also received copies of the ABC book, as did 700 other leading food writers, broadcasters, telecasters and home economists.

The canned foods story is told week in and week out in metropolitan newspapers, Sunday supplements and syndicated columns *(mastheads of these)*.

The canned foods story is linked with special events such as the super market industry's Silver Jubilee *(clippings SMI anniversary articles)*.

This is Dr. Ida Bailey Allen of King Features Syndicate *(Dr. Allen at desk, reproduction of one week of her columns)*.

DR. ALLEN—Canned foods are so important day by day to homemakers that I treat them editorially almost every week. In fact I have devoted a whole week of columns to suggestions for using canned foods in creative cooking.

AMY ALDEN—*(American Weekly masthead, reproduction of article "Dinners From Cans")*. The 10½ million families who read the *American Weekly* spend a major part of their income on food. Because our readership reports indicate their strong interest in stories featuring canned foods, we include them often. Retail grocers too busy to read during the rest of the week are also counted among our Sunday morning readers.

MR. ANDERSON—In October of this year some 150 newspaper food editors of the leading metropolitan dailies across the country will meet at the Waldorf Astoria in New York *(photo of conference)*. N.C.A. staff members will be there to tell the canning industry story to this select group.

As for television, more than 200 stations have women's programs which regularly receive and use scheduled TV program planning kits on canned foods *(reproduction of kits)*. One told the quality story starting with the raw product.

Another tied in with the teen cooks love canned foods program of *Seventeen* magazine *(sample of this kit)*.

MARY LANDIS—This is Mary Landis, WBAL-TV, Baltimore. *(picture of Miss Landis with teenagers in studio)*. In cooperation with the *Seventeen*-N.C.A. project "Teen Cooks Love Canned Foods," teenagers representing five areas of the city took over the Mary Landis kitchen for a week, each day preparing a meal with canned foods. The Baltimore City Department of Education and local Food Fair stores worked together to produce a city-wide activity of which my TV show was an integral part.

MR. ANDERSON—And this year *The Three Squares* will be available for TV showings everywhere *(title panel, The Three Squares)*. *The Three Squares*, as you know, is the 13-minute color movie telling the story of canning in a popular manner. It has been produced in conjunction with the USDA and has been enthusiastically received as a public service film *(panel, USDA sponsorship title)*.

In a series of recorded interviews for radio broadcasters N.C.A. has highlighted special activities and areas in which the canning industry has been involved *(photo, radio platters for release)*. N.C.A.'s cooperation with the farmer was outlined by Secretary of Agriculture Ezra Taft Benson *(picture, Benson and record)*:

SECRETARY BENSON—Yes, Mr. Campbell, you people and the farmers, along with our experiment station and extension workers, have certainly teamed up to produce the kinds of fruits and vegetables that make good canned and frozen products, and enough of them to meet demand.

MR. ANDERSON—N.C.A's 50 years of cooperation with the Federal Food and Drug Administration has been documented by Commissioner George P. Larrick *(picture, Larrick and record)*.

COMMISSIONER LARRICK—Today the intelligent people in industry are fully aware of the fact that what is good for the consumer is good for them in the long run, because quality merchandise makes for repetitious trade.

MR. ANDERSON—N.C.A.'s participation in the atomic blast tests at the Nevada test site *(photo of mushroom cloud)* was described for radio listeners by Katherine Smith and Nelson Budd:

MR. BUDD—The tests of the results of an atomic explosion on canned foods in tin and glass should be comforting to the public. The pictures we made in Nevada disclose that canned foods came through the blast in good condition *(shelves of canned foods exposed to nuclear blast)*. The tests proved that canned foods are a safe, protective and nutritive form of food for the use of armed forces or civilian populations under this new and terrible type of warfare.

MR. ANDERSON—These records have been made for two separate audiences; women's programs and farm programs *(cartoons, housewife and farmer listening to recordings)*. Currently we are distributing a record for farm programs in which 16-year-old Bill Rockefeller is interviewed about winning N.C.A.'s Canning Crops Contest *(photo, Rockefeller)*.

Bill's winning the 1955 pilot contest has given N.C.A. plenty of ammunition to stir up enthusiasm for the nationwide Farm Youth Program this year. In Atlantic City last January Bill addressed the Convention; he spoke to the food editors.

He was awarded a plaque by Secretary of Agriculture Benson in a ceremony which was broadcast by Monitor, photographed for Telenews, and picked up by both daily and trade papers *(scene of award)*.

SECRETARY BENSON—I am not going to be worried too much about the farm problem of the nation with youngsters like you coming on the scene. It is a great honor and a pleasure, William Rockefeller, to present you this plaque, engraved with your outstanding 1955 gardening achievement.

MR. ANDERSON—The Farm Youth Program is being enthusiastically forwarded by Professor Snyder of N.J. V.G.A. and under Dr. Charles Mahoney's direction, by canners in nearly every state *(group photo, Professor Snyder, Dr. Mahoney, Mr. Anderson)*. N.C.A. has given publicity to the program in mats for weekly newspapers in farm areas, as well as in letters to vocational agricultural teachers, 4-H and FFA leaders *(mat releases and clippings)*. We feel the Farm Youth Program will benefit N.C.A. members immeasurably in its local community relations value as well as in national recognition as an industry interested in the welfare of our boys and girls.

As for the field of trade relations, let's start by hearing from some of the Operations Committee, leaders in food distribution and retailing, whose opinions are constantly sought to help make our program most effective *(pictures committee members, located on U. S. map)*.

PAUL WILLIS—*(his photo)*. In the area of trade relations, N.C.A. has made tremendous strides. We at G.M.A. feel that the kind of marketing research you are conducting is just what all segments of the grocery industry need to keep retailers sold on what is the backbone of their operation.

WATSON ROGERS—*(his photo)*. The National Food Brokers Association again commends you on the valuable activities of your C.&T.R. Program in helping to give brokers strong selling themes and aids. Because of the program, brokers can do a better sales job for your products.

MR. ANDERSON—The first step in N.C.A.'s trade relations program was to accumulate more information on retail attitudes toward canned foods, on their status in the retail store, and on their profitability for the retail grocer *(group photo, Mr. Anderson, Don Callahan and Don White)*. To do

this we retained the Don White Organization, leading marketing research firm in the super market field.

Through Don White's field staff in 137 cities *(map of coverage)* his firm has supplied us with continuing monthly canned foods marketing analysis reports. Don White has reported on in-store promotion and featuring of canned foods, advertising space devoted to canned foods, special promotions linked with magazine editorial features, and local retail success stories *(reproductions, various report forms and scenes, retail promotions)*.

In the area of documenting canned foods' profitability to the retailer, Don White conducted a 29-city pilot study on the cost of handling canned foods at the warehouse and retail store level. This in turn led to the nationwide Canned Foods Retail Handling Costs Study *(reproduction of report)*.

Don White and his staff conducted depth interviews with executives of 157 leading multi-unit retail organizations representing 7,009 stores *(interview scene)*. Among significant sales points brought out by the study is this one:

MR. WHITE—Canned foods consistently deliver more net profit dollars to the food retailer than almost any other product in the store. Canned foods combine three important factors: large volume, fast turnover and extremely low handling, storage and sales costs.

MR. ANDERSON—A newsreel report *(reproduction, the film)* on the study has been shown at canners meetings, at the convention of the National Food Brokers Association and the U. S. Wholesale Grocers Association and at many canner sales meetings. In addition, the Secretary of N.A.R.G.U.S., Marie Kiefer, introduces a new version specifically directed at state and local retailer associations.

Another major marketing research activity is the Philadelphia Project, N.C.A.'s 3-year study of canned foods retailing which uses the Acme Super Markets as its laboratory *(cover of report and depiction of Acme Stores)*. The basic objective of the Philadelphia Project is to measure the effect of giving canned foods the same departmental status and management attention as is given to meat, produce and dairy products.

To do the tremendous job of managing Philadelphia Project experiments on the scene, N.C.A. has a representative *(his photo)* working full time in American Stores, virtually as a member of the management team. Here is how American Stores feels about the project.

PAUL CUPP—We are happy to cooperate with N.C.A. in the most comprehensive study of canned foods' merchandising ever to be undertaken *(photo of Mr. Cupp, President, American Stores, shaking hands with Executive Secretary Carlos Campbell of N.C.A.)*. We feel the experiment is most worthwhile and will be of great significance to both canners and retailers in forwarding the cause of canned foods.

MR. ANDERSON—The Philadelphia Project is in its second year of collecting valuable statistics about the movement and sales volume of all canned food items stocked by American Stores. Periodic reports are being made available *(cover of bulletin)*.

One of the corollary experiments within the Philadelphia Project is to test what effect multipack has on the sale of several canned items chosen as representing major categories *(picture of multipacks)*. Periodic reports of this test will also be issued by N.C.A. Other canned food experiments will be conducted on such things as displays, lighting and shelf arrangement.

A big part of the C.&T.R. Program is reporting to our own industry, to industry at large, to the brokers and to the retailers about what is going on. This is done for many reasons: to inform; to build enthusiasm; and to maintain N.C.A.'s leadership in this area.

We have made it a point to keep business papers as fully informed as possible of all our activities—many times with press conferences where we invite their suggestions *(mastheads and clippings from trade journals, photo of trade press conference)*.

The response from the business and food trade press has been just as enthusiastic as that of the consumer press. As Al Mockler said in the *Journal of Commerce (reproduction of clipping)*:

MR. MOCKLER—N.C.A.'s Consumer and Trade Relations Program has brought to light much factual data on the profit role of canned foods in the over-all store operating picture. In consequence, some of the distributing industry's merchandisers are taking a new look at this pretty much taken-for-granted department. A number of chains have already hopped on the bandwagon. Canned food sales events are becoming more numerous, in both the multiple unit and independent fields.

MR. ANDERSON—N.C.A. sends frequent bulletins to its members and, through special requests from canners, to many brokers *(reproductions, these bulletins)*.

The C.&T.R. Program has been the source of program material for meetings of many groups . . . brokers, wholesalers, retailers, product groups, state canners associations, advertising and marketing groups and company sales meetings.

C.&T.R. has brought representatives of allied fields to speak at N.C.A. Convention sessions. Sidney Johnson of I.G.A. was part of a panel *(photo of panel)* on merchandising for smaller canners.

MR. JOHNSON—Here's how I'd set up an effective marketing program if I were a smaller canner: First, I'd make sure I was properly financed. Second, I'd set up a standard of quality that my big competitors would have difficulty in matching. Third, I'd limit my sales to territory that I could cover economically. Fourth, I'd select my brokers with particular care.

MR. ANDERSON—Marie Kiefer, Secretary-Manager of N. A. R. G. U. S., moderated a panel on canner-retailer cooperation *(photo of Mrs. Kiefer and panel)*.

MRS. KIEFER—Independent retailers are devoting considerable attention and discussion to canned foods volume and profit potentialities as a weapon in their never-ending quest for larger store volume and earnings. As Mr. Gerritt Vander Hooning of Holland, Mich., a N.A.R.G.U.S. member, said at the 1956 N.C.A. Convention, "We like canned foods promotions at Van's because we know canned foods are still the backbone of a successful retail food store operation."

MR. ANDERSON—Maybe most important of C.&T.R. Program activities for our industry is the continuing effort to give canners the kind of facts and materials which will help them sell more canned foods. The best editorial features and the best trade information are translated into selling tools *(montages of editorial features)*.

Editorial reprints, tie-in display suggestions, marketing research reports, basic reference materials . . . all of these have been a part of the plan.

Add it all up and you have Consumer and Trade Relations. N.C.A.'s message about the advantages of canned foods is beamed at consumers from 16 to 60, with incomes from three thousand to thirty thousand, parents, working women, debutantes, farm wives, brides, husbands, teen cooks . . . all via the third person endorsement of the food counsellors who speak to their particular audiences in magazines, newspapers, radio, TV *(cartoon showing age groups consumer coverage)*.

N.C.A.'s message to the grocer is that he can make more money through better display and featuring of canned foods.

We tell our story a thousand ways but always with the same end in view.

No one but an industry could do this job at all . . . and no one but the canning industry can do it so well.

Marketing Activities of the Statistics Division

By H. L. Stier,
Director of Statistics

Facts from figures (statistics) have always been useful to the individual canner when marketing policies were being formulated and sales programs were being planned. During the past decade there has been a marked increase in demand for statistics concerning markets and the marketing of individual products. The advent of "mass marketing" and increasing competition in the market place have made marketing statistics a prerequisite to marketing decisions. Many, or perhaps most, of these marketing statistics are the private domain of the individual canner. His acumen in determining the kind of statistics needed and his ability to obtain or recognize data which are not only accurate but up to date will very largely determine his success in marketing. However, there are certain kinds of broad industry data which a trade association can supply properly to the benefit of the industry as a whole and as a service to its individual members. Indeed, trade associations have an important responsibility in obtaining and making available appropriate marketing statistics to their members.

A trade association has an equally important responsibility in keeping abreast of the rapidly developing field of statistical analysis and the application of these techniques to marketing management and marketing research. It seems clear that the trade association's responsibility should include the job of informing its members clearly and accurately of the significant developments in marketing research findings and methods, and of how the newer, more powerful statistical techniques might be used effectively in marketing decisions. It should be clearly understood that this does not mean or even imply that the trade association should render to individual members a personal service in the field of marketing. It must deal in marketing statistics that are summary in nature, involving products or product groups and the industry as a whole. In the application of statistical techniques to marketing, an association must deal with *principles* and basic concepts that are important in their proper application. The specific way in which the statistical tool is used by a member company is the rightful opportunity of that company's personnel. Their training, imagination and ingenuity should be given full opportunity to exert its maximum potential in competition with every other company in the industry.

The N.C.A. feels that its responsibility in this field is that of making sure that its members know about the new developments; the market facts; and the more efficient marketing research techniques as soon as, or sooner, than companies in other food manufacturing industries. The current rapidity of developments in marketing research techniques and the inevitable increase in emphasis on marketing which is coming in the years ahead will certainly accentuate, in trade associations, the importance of "know-how" and service in this field. In order to avoid confusion (and recrimination), there must be a clear understanding of the functions and the proper responsibilities, in the marketing field, of the trade association in contrast to those of the individual company.

The Statistics Division of the N.C.A. participates in many activities related to the marketing of canned foods. As a service to members, it supplies basic facts and figures that are used in canned food marketing. It serves as an official source of industry statistics and assembles for the industry data from many other sources. Its Director participates in (1) state and regional canners meetings and sessions devoted to marketing, (2) sales schools, (3) marketing conferences, and (4) consumer education meetings. Activities of the Division now include planning and conducting marketing research. This responsibility was assigned to the Division Director only recently. In this area the Association conducts research that is of broad general interest to the industry. It especially recognizes its responsibility to insure adequately planned and carefully conducted marketing research combined with appropriate statistical analysis and accurate interpretation of findings.

Over the years, the Statistics Division has provided members with an ever-increasing variety of statistical data for use in their marketing activities. Always, the Association has determined the appropriateness of each service by testing it against its basic policy of performing only those services which are properly a function of the trade association and not the individual company. For purposes of this report the activities have been grouped into three broad categories: statistical services, education, and research.

Statistical Services

One of the oldest functions performed by the Division, to some people the most important, is the assembly and distribution of basic statistical information. This service consists of two types: (1) reports on packs, stocks and shipments prepared by the N.C.A. from individual canner's reports, and (2) data compiled from other sources.

The periodic preparation of statistics on packs, stocks, and shipments of major canned fruits, vegetables, juices and baby foods and of the acreage for canning of major vegetable crops provides the industry with guide posts for determining sales policies and plans. The data on stocks and shipments are summarized for the U. S. and each major region by can size and style of pack. Thus, each member is provided statistics in a form which permits immediate comparison of his individual shipments and stocks with the national pattern. Pack data are summarized annually and issued in a printed report, *Canned Food Pack Statistics.*

From official government sources and various other sources the Division assembles all available information on (1) per capita consumption of canned foods, (2) canned foods usage and factors which affect it, such as income, age, and education, and (3) data on foreign trade (imports and exports of canned foods).

These data are summarized from time to time and presented in graphic and tabular form for quick reference and use by members. The most recent report of this type was *U. S. Exports of Canned Foods, 1935-1939, compared with 1950-1954.*

In addition to these periodic and special reports, the Division provides a continuous service to members in supplying information that they request concerning canned food marketing. About 20-25 percent of all the special requests for information in the Division are for marketing information of some kind. The frequency and extent of such requests has been increasing in recent years.

Research

The research activities related to marketing are of two types: (1) N.C.A. suggests and fosters projects by other agencies, and (2) N.C.A. plans and conducts the marketing research project. If the proposed research is undertaken by another agency, the N.C.A. assists the agencies conducting it in planning, organizing, interpreting, and analyzing the data. During recent years there have been a number of such projects. In 1953 the Director of Statistics proposed to the Crowell-Collier Publishing Company a survey on usage of canned foods in the home. The Research Division of the Crowell-Collier Publishing Co. undertook the study and the Division Director worked closely with him during the planning and execution phases of the project which involved personal interviews with 2,500 housewives in 68 cities scattered throughout the U. S. Results of the survey were presented at the N.C.A. Convention in January of 1954. Other agencies with which N.C.A. cooperated in planning and conducting surveys involving canned foods marketing and usage have been the U. S. Department of Agriculture, a number of different types of surveys involving canned food usage, merchandising, price spread, etc.; the Bureau of the Census, a recent survey on the distribution of canned foods. The results

of the distribution survey are now being tabulated and a report will be available to the industry shortly.

Another area in which the Association plays an important part is that of presenting the interests and policies of the industry and the Association to officials in agencies such as the Bureau of the Budget and the Department of Commerce. The Bureau of the Budget serves as a clearing house for various proposed surveys by government agencies. Many such proposed surveys are of a marketing nature. The Association is frequently contacted in order to obtain industry opinion concerning the proposal. Changes and modifications in such surveys are recommended whenever they seem to be in the best interests of the industry. Sometimes the Association may take a strong stand against a proposed study or survey when it seems to have nothing to recommend it other than requiring the time of the canner in providing data.

In the field of statistical research and methodology the Statistics Division has contributed to the statistical analysis and interpretation of the variation inherent in industry data used to establish food standards. Sometimes such standards have an important part in the marketing of the commodities involved. The use of actual industry data as a basis for establishing food standards is new. It results in a realistic standard because it is based upon the actual variation inherent in good commercial practice and not what someone thinks it should be. The statistical method plays an important part in insuring the fairness and realism that should be a part of every standard.

Very recently the Division has become involved in direct supervision and planning of marketing research projects involved in the Philadelphia Project. The Director of the Division is now responsible for organizing and conducting marketing research projects devoted to retail selling of canned foods, and the analysis and interpretation of the data and final report preparation. Two reports are now in the process of preparation and will be issued shortly to members. Current activities in this marketing research field involve a study of retail patterns for individual canned products and the effect of multiple packaging in the sales of canned foods. Other marketing research projects planned for the future involve a study of the effect on retail sales of such factors as (1) degree and type of advertising and promotion, (2) type and position of in-store displays, and (3) shelf arrangement of canned foods.

Education

Each year the Division Director participates in state and regional canners meetings usually presenting canned food marketing data. During the last three years talks have been presented on some aspect of canned food marketing at meetings of the following state and regional groups: New Jersey Canners Association, Northwest Canners Association, Florida Canners Association, Tri-State Packers Association, Minnesota Canners Association, Ozark Canners Association, Wisconsin Canners Association, Iowa-Nebraska Canners Association, and Maine Canners Association.

In addition to participating in these canners meetings, lectures and addresses have been given before professional organizations and other groups. In each instance facts concerning marketing of canned foods have been presented to these non-canner groups. Specific information concerning usage, consumption, proportion of crops canned, trends in can sizes, and other aspects of canned food marketing have been graphically presented. Presentations have been made before such groups as the National Agricultural Workshop at Cornell University, the annual meeting of The Farm Economics Association, the Agricultural Marketing and Consumer Education Conference at Louisiana State University, and the Navy Controllers Institute at George Washington University.

In addition to these activities, the N.C.A. represents the industry in many conferences involving a discussion of marketing projects and plans for studies involving canned foods. The extent to which N.C.A. serves the industry in an educational manner in such groups can be appreciated only by direct participation or attendance at such meetings.

Report on the Consumer Service Division

By E. B. Woodworth,
Acting Chairman

When the Consumer Service Division was first established, as the Home Economics Division, the reasons given were the need to represent the industry and its products to consumers, and the consumer's requirements to the industry. In the beginning the program centered around college education, for it was felt that the facts about canned foods could best be funneled to consumers through the public school teachers trained in these colleges.

Although emphasis and method have changed, the school program is still a strong part of the work of the Division. About 50 percent of the budget is spent for school materials. We think rightly so. The materials offered are very popular with most food teachers in the schools. While many of the college, high school and junior high school teachers have learned to look to the National Canners Association for this material, it is being called to their attention continuously through advertisements appearing in teachers publications.

The N.C.A. concentrates most effort on junior high and high school students, since a foods course is required in a large proportion of the schools. An estimated total of more than 2 million pupils are enrolled in homemaking courses in this age group. Most of the pupils become homemakers very soon after finishing high school.

What we have done is to analyze the field and concentrate on the best spot, something like choosing a flight of stairs that must be used by all students, and for our "pitch" we choose the landing where most of them will pass before splitting off to go their various ways. That spot is the high school area. We still supply materials to colleges, but our greatest effort is put forth in the junior and senior high schools.

According to the December, 1953, report of the U. S. Department of Education, there were 23,757 junior and senior high schools. Last year N.C.A. received more than 18,000 individual requests for school materials, and supplied close to 3 million copies of materials for class members' use.

At the present time there is some evidence that canned foods are most popular in families where the housewife is 35 years of age or less.

We hope that the youngsters now learning the facts about canned foods will continue to use them for a lifetime.

The school materials are designed to reach present as well as future families; teachers suggested that material be supplied for the student to use in class, and then take home.

Two big advantages favor the Association. First, we can speak for the products on a national basis without the use of brand names, thus laying the foundation for canned foods and setting the stage for local or national participation by individual firms. And second, the teacher, who is the authority to her class and to parents, speaks for canned foods in presenting the lessons.

The staff counsels with teachers and educational leaders for guidance in the type of material to prepare. Because of this, the N.C.A. includes material for use in classes for buying and marketing, for food preparation, and for health and nutrition.

We believe that this continuous year-after-year program with the schools is basic in carrying out the

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Display boards illustrating this report were shown during the presentation.

objective of the Division which is to promote the use of canned foods.

Simply stated, the objective is to create consumer desire for canned foods.

A more direct method of creating consumer desire is through the various channels of communication.

The potential of newspapers, radio, television, magazines and public relations activities in general to the furtherance of acceptance and use of canned foods is immense.

Although the amount of money spent in this entire area is only about a third of the Division's budget, the work requires about 50 percent of staff time. This is not surprising, for the writing and preparation of special releases and photographs are time-consuming.

And, as Fred Moss says so often, "You have to mix with people and be one of them to get results." We want our industry to be represented at such conventions as Home Economists in Business, and the American Home Economics Association. (And by the way, the annual convention of the Home Economics Association will be held here in Washington next month. An attendance of about 5,000 is expected. The N.C.A. headquarters will be one of the organizations having open house.)

Staff of the Division also should attend the national meetings of American Women in Radio and Television, Newspaper Food Editors, American Dietetic Association, and American School Food Service, and the numerous other conferences which leading writers and communications people attend. It is very important to keep them informed and interested in our products and in the many contributions they make to modern living, ranging from economy and convenience to good nutrition. Holding conferences with these people, whether on an individual basis on trips, or through conventions, is well worth the time required.

As you have no doubt become aware by now, the aim of the Division is to reach as many consumers as possible through the leaders who work with the masses. Magazine editors, teachers, dietitians, television people, 4-H Club and Girl Scout leaders, government, radio, nutritionists, writers—each has an audience. The use of a variety of approaches in many fields is required to tell the story of canned foods.

Through the newspaper releases the leading metropolitan newspapers are supplied regular individual releases each month. These newspapers represent a total circulation of over 53 million. A careful check is kept to give product coverage. Here again, this is a service to the editor who uses this material under her name, for she is the unbiased authority to her readers.

We are rather proud of the photographs supplied by the Division. It is gratifying to hear that they are rated high by the food editors. Only last month the home economist for a large manufacturer asked to come to N.C.A. to discuss food photography. She had been visiting food editors around the country and found the N.C.A. food photographs mentioned so frequently as being outstanding, that her company suggested the visit.

Increasing requests have been received from newspapers for color photographs and it was decided to start this service on a limited basis. One, showing the use made of N.C.A. transparencies and recipes, was selected for hanging in the Commercial Art and Photography Exhibit at the Corcoran Art Gallery here in Washington last month.

The metropolitan newspaper releases blanket the city areas, but there are also markets in smaller communities.

To round out the recipe-release service, mat releases are supplied to small daily newspapers in cities of 100,000 and less population. A similar mat-recipe release goes to still smaller communities. It is distributed to 3500 weekly newspapers.

The proof is in the pudding—and the returned tear sheets and clippings prove the use of this material.

The photograph showing the roll of clippings represents only a few thousand uses made of the recipe releases. More clippings can be seen at the N.C.A. office.

If they don't read, we hope they like to look at pictures.

Last year, the Division, following the guidance of people in the television field, prepared and distributed, on a trial basis, a multiple unit television kit for use on women's programs. To meet the demand for exclusive material, 75 stations were selected. This number covers the leading markets in the United States. The kit is distributed on an exclusive basis to each area. More than 50 of the women responded with comments on the usefulness of the material, and requested more. This year the kit will be issued six times.

If they don't read, and if they don't view, we hope that they hear. A monthly radio release is issued to about 1,000 people in that field.

When it comes to magazines, most of the work is on a personal basis. Individual conferences, as well as mail and telephone, are used.

From where you sit, you probably can't read the letters shown mounted on the poster. The white sheets under the magazine titles are letters from the food editors of leading national magazines. If you were closer, you would note something else about the letters. Through the years of service to the magazines, the Division has earned a first-name relationship for N.C.A., and almost every one of these letters is so addressed and signed.

A good magazine food editor gives her readers information on all types of foods. She combines the practical with the glamorous. Her job is so varied that she needs to be an expert in many fields. Willingly she turns to an organization having national statistics and information as a source. She is receptive to logical suggestion. There is not a month but what the Division supplies information individually to food editors of various leading women's magazines. Almost every issue of the INFORMATION LETTER carries reviews of food articles which feature canned foods.

In addition to the consumer magazines, there are numerous ones in the institutional field. This past month food photographs, recipes and editorial material for quantity food service were supplied for two leading magazines, and for a quantity recipe book.

The first Institutional Food Editorial Conference was held earlier this month and Katherine Smith, Director of the Consumer Service Division, attended. Conferences at the meeting promise more participation in this field.

There are requests each year for material to use in text books, because the N.C.A. is considered a central source for authoritative information. Frequently this, as in other cases, requires that the information be assembled from other Association Divisions such as Labeling, Statistics, Raw Products or the Laboratory.

Still another effective tool is used to create consumer desire for canned foods; I speak of recipes. The final acceptance, and the decision to repurchase is, after all, made at the dining table. The steady flow of recipes from the N.C.A. Test Kitchens are beamed at Mrs. Consumer through the releases, through the school materials, and in recipe books for the family, for school lunch and for restaurant and institutional use.

The newest recipe book is the institutional one. Less than a year old, it has received enthusiastic acceptance from restaurant and other institutional food service people. The total distribution of more than 65,000 books is proof of its value.

Canners supplying the institutional field found that the book was a valuable sales tool to be used in calls on their customers. It was made available in bulk order quantities on a reprint-cost basis. So ends a summary of the work of the Consumer Service Division. A good sales formula today might read:

$$Q + C + D = \text{Sales}$$

Quality plus *Convenience* plus *Desire* equals *Sales*. You are supplying the *Quality* and the *Convenience*. The Consumer Service Division is helping to create the *Desire* for the things you produce.

Report of the Legislative Committee

By John C. Hemingway, Chairman

I am glad to be able to report that no legislative problems have developed this year to an extent necessary for the Legislative Committee to be called to Washington nor for a full-scale presentation of the industry position to be made before a Congressional Committee. Nevertheless there have been and are pending legislative proposals in which we are vitally interested and that may require our full attention. There are other bills of interest to the industry that the Association has been keeping an eye on and supporting or opposing as our best interests dictate. A status report of all of these is kept up to date each week in the INFORMATION LETTER, and following the luncheon today, there will be a meeting in the N.C.A. Conference Room of those members of the Legislative Committee who are here, and any others of you who are interested in legislative matters, including state association officers. At that time there will be an opportunity to discuss fully these various measures.

The major problem areas continue to be marketing orders, wage and hour bills, and price investigations.

Last year Congress raised the minimum wage. At the time that action was taken, Senator Douglas of Illinois, chairman of a Senate Labor Subcommittee, stated that he planned to take up the questions of broadening the coverage of the Act and otherwise amending the law at this session. About a week ago, he opened additional hearings with the emphasis on broadening the coverage of the law. The canning exemptions have been attacked by labor union spokesmen but the Labor Department position will not be spelled out until Secretary Mitchell testifies.

N.C.A. presented a statement for the record at the hearings a year ago, and we are calling our position to the attention of the subcommittee again. Good judgment would suggest, however, that all members of the industry advise their Senators and Congressmen of the necessity for maintaining the seasonal exemptions in the law. As late as it is now in this pre-election session of Congress, it is unlikely that any changes in the law will be enacted. But if positions and views are not made known the chances for action are much greater.

Another perennial is the investigation of price spreads. Congress is confronted with the cry from the farm that agricultural prices are too low and consumers cry that food prices are too high. Thus it is the man in the middle who is blamed. Fortunately, Congress has never positively placed the blame on the middleman. Possibly this is because Congress never has been able to prove that the middleman is to blame. The investigations go on, however, and now it is Senator O'Mahoney of Wyoming who has taken on the job as chairman of a Judiciary Subcommittee on Anti-trust Matters. As long as the search continues, N.C.A. will do its best to show Congress what each of us knows from looking at our books—that we in the canning industry have not and are not contributing to any unwarranted price spread.

With regard to marketing orders: The industry has an established policy of unalterable opposition to mandatory federal control over the marketing or production of canning crops or canned foods. This has a history going back to the 1933 days of the enactment of New Deal legislation. During the following two years the industry experimented with marketing and production controls. Since then we have reviewed that history and experience on numerous occasions. Also we have had before us the economic picture of agricultural commodities that have been subject to mandatory control programs. To date, these periodic reviews and over-the-shoulder glances at the life of our controlled neighbors, have given us assurance that our resistance to controls has been in the best interest of the producers and consumers of our products as well as ourselves.

Currently, bills are pending to expand federal mandatory controls and to enact a federal marketing program for potatoes. No formal action has been taken on these measures but there has been Senate subcommittee discussion and the N.C.A. has advised the Senate Committee that it would appreciate the opportunity to present testimony on the bill should hearings be called.

The potato bill would give the Secretary of Agriculture discretionary power to exempt potatoes used for canning from the control program and we feel this should be a statutory exemption.

Specifically, what has been the industry's basis for opposition to marketing and production order controls? The basis for opposition has been the fact that these programs would allow the producer to regulate the processor without the processor having an equal or equitable voice in the program. To heap indignity on us, the law provides that the processors would pay the bills.

These programs have been opposed on the economic fact that they are not necessary. Over the long haul, the industry has established that growers of canning commodities fare very well. The tremendous and continuing growth of the canning industry is testimony to the marketing skill of the industry. The gratuitous and imposed assistance of our raw product suppliers in the marketing function is not needed.

In addition to these specific reasons for opposing the inclusion of canning products to the marketing orders law, the industry has favored a philosophy of free enterprise and free individual initiative in producing, processing, and marketing agricultural and fishery commodities. Knowing full well that once you accept a government favor you accept a government regulation, the industry has resisted the benevolence of government support and subsidies.

Should hearings or other action be taken in Congress on marketing order legislation, the Legislative Committee and the Association staff will take appropriate action. However, I should add in conclusion that the Senate leadership is planning for adjournment by the end of July, a short two and one-half months from now.

Report of the Convention Program Committee

By A. Edward Brown, Chairman

The Convention Program Committee met Thursday afternoon, May 17, and agreed on a Convention theme for our annual meeting in Chicago next February, on the general arrangement of the program sessions, and on a special commemorative dinner. The coming Convention will be the Association's 50th!

The Convention theme is to be "Look to the Future" and for the annual meeting and each of two or three general sessions we are planning to have top-flight speakers.

In the past, the annual meeting has been held on Saturday morning when the Convention is in Chicago. This coming year we plan the annual meeting for Tuesday morning. Preceding the annual meeting there will be general sessions on Saturday, February 16, the opening day of the Convention and on Sunday and Monday mornings. These sessions will deal with the respective topics of Production and Raw Products, Research, and Marketing and Sales. The highly technical type of sessions held in the past will be dispensed with and the emphasis will be in each of the morning programs to present material and information of interest to all canners,

brokers, suppliers and others in attendance. The afternoons will be open for canners to hold their individual sales conferences and to visit the machinery show. Association Committee meetings will be held either ahead of the opening date of the Convention or confined to breakfast or luncheon meetings. Nothing will be planned to last later than 2:00 p.m.

Details of the commemorative dinner which will be an elegant and dignified affair in keeping with our 50 years of age are to be worked out. We discussed having a big buffet and show on Sunday night but decided against it in view of the other entertainments always held at Convention time —Young Guard, C.M.&S.A. and other entertainment events.

The principal speaker for the annual meeting on Tuesday is to be invited, but I assure you we are after and plan to obtain a fitting drawing card—a personality that everyone will go to see and hear.

Assuming that the other organizations that go to make up the Convention follow their usual program pattern, the Old Guard will meet on Saturday night, the Young Guard Monday night, and incidentally, it will be the Young Guard's 25th year, and C.M.&S.A. will have its dinner dance on Tuesday night. Like N.C.A., the Canning Machinery and Supplies Association will be celebrating their 50th anniversary.

As the details of the 50th Convention program are developed they will be publicized. We want this to be the biggest and best Convention in our history and to establish a trend for bigger and better conventions in the future.

Report of the Scientific Research Committee

By John T. Knowles, Chairman

There are two situations which have recently renewed interest in the nutritive values of canned foods. The first is the request of the N.C.A. Consumers Service Committee for our Scientific Research Committee to give consideration to doing further nutritional research on canned foods for two purposes:

(1) To extend the list of products covered in the nutritional charts which are distributed in great numbers by the Consumer Service Division, and

(2) To find out whether canned foods as now produced would present a more favorable nutritional picture than that which resulted from the survey phase of the N.C.A.-C.M.I. nutritional program, having in mind that that phase of the program was conducted 12 to 14 years ago.

The other situation is the recent publication by Dr. Tepley of the Wisconsin Alumni Research Foundation on the nutritional properties of frozen foods, first reported at the American Chemical Society meeting last fall, and just now appearing in the May number of *Agricultural and Food Chemistry*, an American Chemical Society periodical.

We recommend that the N.C.A. stay with constructive principles that guided the original N.C.A.-C.M.I. nutritional program; namely, to develop accurate information and convey it to the public who consume canned foods. This is not to say that we cannot do a better job of conveying the nutritional properties of canned foods to the public along with their safety and other merits. I don't intend to tell you today how this can best be done, but we believe methods can be found.

Our Committee respectfully submits for your consideration and approval the following recommendations:

(1) That a committee of scientists representing the National Canners Association and Can Manufacturers Institute be appointed to review:

(a) New analytical methods for determining nutrients in foods.

(b) New information regarding nutritive value of canned foods.

(c) Improvements in canning techniques which might increase nutritive values of canned products.

(d) The official publication of Dr. Tepley's data which appeared in the May issue of the *Journal of Agricultural and Food Chemistry*.

(2) That the Committee consult with recognized nutritional experts regarding recent developments in nutrition.

(3) That this Committee recommend to N.C.A. and C.M.I. Research Committees concerning any proposed future work which they deem advisable in order to maintain our present status in the field of nutrition; namely, that no segment of the food industry is so well informed concerning the nutritional aspects of its products as is the canning industry, and

(4) That a procedure, together with cost estimates, be formulated for any indicated nutritional studies.

In addition, the Committee recommends that a fund (to be split between N.C.A. and C.M.I.) in the amount of $3,000 be made available to this special N.C.A.-C.M.I. Committee of scientists to cover the investigation and preparation of a recommended program as outlined in the above.

Meeting of N.C.A. Directors

(Concluded from page 205)

reports of such activities:

"The Association has a clear policy that separates the functions and responsibilities of its individual members from those of the Association. All of the functions of the N.C.A. in the field of marketing have been carefully measured against this policy and it is believed that the work being done is proper and does not encroach on that area reserved for individual canners. Every effort is being made to confine the Association's efforts to those functions of marketing that cannot be undertaken by the individual."

Mr. Hudson explained that, taken as a whole, this work of conducting activities whose net effect is promotion of the sale of canned foods is one of the most important functions of the Association, currently incurring annual expenditures of about $325,000, or between a fourth and a third of the total budget.

"These programs fall into two general categories," Mr. Hudson stated. "First, those that are directed at the consuming public to stimulate more purchases of canned foods, both from regular customers and by creating new customers, and, second, programs that will supply the canners with information that will enable them to do a more effective and intelligent job in their own selling programs."

Reports of four of such activities were then presented to the Board: How the Labeling Research Program Helps the Marketing of Canned Foods, by C. Meryl Sullivan, Director of the Labeling Research Division; Report of the Consumer and Trade Relations Committee, by Norman Sorensen, Chairman; and the Consumer and Trade Relations Program, by George Anderson of Dudley-Anderson-Yutzy; Report on Statistics Division Activities Related to Marketing, by Dr. H. L. Stier, Director of the Division of Statistics; and Report of the Consumer Service Division, by E. B. Woodworth, Acting Chairman of the Consumer Service Committee. All of these reports were enhanced and dramatized by graphic examples—colored posters, blown-up photographs, charts, colorslides, sound tracks and film strips. Full text of each report is published in this issue of the INFORMATION LETTER on pages 206-213.

PREMIERE OF INDUSTRY FILM

The final event on the Friday afternoon session was the first public showing of the industry film *The Three Squares*, one of the projects developed

under the C.&T.R. Program. In his introduction to the showing of the film Mr. Anderson made the following remarks:

"Since the beginning of the C.&T.R. program N.C.A. has felt the need for a canning industry film to be shown on television stations throughout the country, a film that would colorfully and dramatically tell the consumer the story of the canning industry in all of its aspects—from raw products research through to the serving of canned foods in the home.

"To make such a film from scratch was absolutely out of the question from both a time and budget point of view. So we turned to our own N.C.A. members and our container friends for some help. From them we received copies of their own films totaling 80,000 feet, or 37 solid hours of movie-reviewing time. We then went to the U. S. Department of Agriculture and discussed with James Gibson of their Office of Information, Motion Picture Service, the cooperation of USDA in the film's presentation as a joint public service project of USDA and N.C.A., and the Department's help in distributing the film via local agricultural offices throughout the country. Jim's advice and guidance has been invaluable." (Mr. Gibson was called on to take a bow from the audience.)

"For nearly six months we reviewed, condensed and edited the 80,000 feet of industry film into a hard core of 250 feet, picking representative subjects, correlating color, matching millimeters, avoiding brand identities, pacing and blending this mass of raw material into the original script story we wanted to get across. We then went on location and shot an additional 250 feet of original film to round out the story, the final result being the 13-minute color film, *The Three Squares*, you are about to see.

"As of last Tuesday the film was reviewed for final official approval by about 35 representatives of six different offices of the Department of Agriculture. It passed with flying colors and has received enthusiastic Department approval. This is its first public showing; look for it on your own television screen at home."

N.C.A. Business Session

The Saturday morning session of the Board meeting was devoted primarily to over-all Association business. The Directors first heard the report of Association finances and a presentation of the 1955 audit by George B. Morrill, Jr., Chairman of the Finance Committee. The financial report covered the 1956 budget as of April 30. Expenditures to date, totaling $409,407.79 as against the 1956 total budget of $1,359,105.00, were greater than the 1955 expenditures of $353,616.84 for the equivalent period.

Two divisions, Consumer Service and Claims, accounted for these increased expenditures. In the case of Consumer Service it is expected that expenditures during the remainder of the year will be sufficiently below the budget to balance out for the year. In the case of Claims, however, no such hope can be held out. In fact, the increased expenditures may continue, and even become greater by the end of the year. There is very little that can be done about controlling this item of expense.

During the first four months of 1956 receipts were about $500,000, compared to $430,000 for the corresponding period last year. This increase does not indicate, however, that there is more income in prospect for the year than there was at the time the budget was approved in January. It merely reflects earlier payment of dues. The problem, therefore, is equally as critical now as it was four months ago, it was pointed out.

A report of the Convention Program Committee, which held a special meeting May 17, was presented by Chairman A. Edward Brown, and is reproduced in full on page 214. This consisted of recommendations pertaining to the type of annual convention program, and specifically a program outline for observance of the 50th anniversary of the establishment of N.C.A. scheduled for the Convention in Chicago next February.

The report of the Scientific Research Committee dealing principally with canned foods nutrition was made by Chairman John T. Knowles. Jack Hemingway, Chairman of the Legislative Committee, reported also at this session. Reproductions of these reports are published on pages 214 and 215.

President Hudson recognized R. H. Winters (proxy for Board Member Richard R. Hipke), who expressed criticism voiced by a group of Wisconsin canners on certain phases of the conduct of Association affairs. The group felt, Mr. Winters asserted, that members do not sufficiently understand the objectives or programs of the Research Laboratories; that the Annual Convention no longer meets the changing needs of the canning industry; and that Board members do not have sufficient opportunity to direct N.C.A. policy at meetings where they are merely given information on Association activities and are entertained. The group suggested that this complaint be studied by a special fact-finding committee to report back to the Board in February.

Otto Lowe, Secretary of the Eastern Shore of Virginia Packers Association, took the floor at the Saturday session to express appreciation for the "numerous and unfailing" examples of assistance given by N.C.A. and its staff to the other canning associations and he called on John W. Rue, president of the Association of Canners State and Regional Secretaries, who made a similar statement of appreciation of N.C.A. cooperation.

Guest Speakers

At each of the two sessions guest speakers addressed the luncheon. On Friday, Charles W. Harbaugh, director of sales promotion for the Chamber of Commerce of the United States, gave his "Report to Business," a graphic presentation that dealt with identification of the principal forces that tend to destroy this country's free

Presentation of Gift to Secretary Campbell

By C. C. Rathbun, for the Association of Canners State and Regional Secretaries

Inasmuch as I am the senior state or regional secretary on the basis of length of service, my colleagues—which naturally include those masquerading under the title of executive vice presidents—have afforded me the pleasure of paying tribute to an individual whom we all honor and respect.

I should like to say something which would convey our high regard for Carlos Campbell and be a fitting tribute to his achievements. For such an outstanding personality in the field of entertainment or sports there are appropriate methods of rendering honor —such as Oscars in motion pictures, and the Hall of Fame in baseball.

Since the field of canning has no such award, we have decided that an "honorarium," as defined in Webster's dictionary, would best express our regard and appreciation for a person such as Carlos, who has contributed so much to the canning industry of the United States. An "honorarium," as defined by Mr. Webster, is "an honorary award in recognition of professional services on which no price may be set."

Carlos, for your assistance to state and regional secretaries beyond the requirements of your office, we are happy to present to you this gift (set of luggage) as a small token of our appreciation for your untiring efforts and splendid cooperation.

N.C.A. 1955 Financial Report

A copy of the audited financial statement of the N.C.A. for 1955 has been mailed to the headquarters office of each member.

markets, the group interests constantly at work on Capitol Hill, and urged that the voice of business be raised in counteraction against such forces.

At the Saturday luncheon the guest speaker was John T. Sapienza of Association's Counsel, who spoke on tax matters.

SPECIAL PRESENTATIONS

During the Board proceedings three special presentations were made. C. C. Rathbun, on behalf of the Association of Canners State and Regional Secretaries, presented Executive Secretary Carlos Campbell with a set of handsome luggage in recognition of his 10 years of service as head of N.C.A.

David S. Nay, president of The Forty Niners, presented the Association with a bronze plaque on which were engraved the names of the first three winners of that organization's Annual Service Award, and with additional blank nameplates to accommodate the engraving of award winners for several years to come. The plaque is to be erected on one of the walls at N.C.A. Washington headquarters.

President Hudson called Past President Morrill to the platform and presented him with an illuminated scroll bearing the words of the N.C.A. resolution of appreciation for his services as President:

"Only in the constant replenishment of its ranks of men of high purpose and effective action can this nation endure and any organization continue to thrive. In his service as President of the National Canners Association, George B. Morrill, Jr., happily exemplified the vitality of that process. His penetrating knowledge of the industry derives not only from the heritage of three generations of canning skill, but also from his zest for new knowledge and his infinite capacity for hard work. These qualities were abundantly evidenced in his earlier services to the State of Maine, its canning industry, and on the committees of this Association. His vast enthusiasm is matched by tireless effort and energetic performance, his modesty accompanied by an ever gracious courtesy, his firmness tempered by a sincere respect for the views of others. With affection and esteem the canning industry gratefully acknowledges his firm leadership and valued contributions during 1955."

This Week Magazine

The popular Sunday supplement magazine, *This Week*, carried an article featuring tuna on April 29. "Hawaiian Salad" was the title given the article by Clementine Paddleford, *This Week* food editor.

Under the color photograph, showing the attractively arranged Hawaiian Pineapple-Tuna Salad, the caption read, "Glamour Dish: Mix diced pineapple with tuna fish to make an interestingly different salad for a luncheon party."

In her introduction, Miss Paddleford began, "So many are the delectable ways of eating a pineapple. Comes Hawaii's canned fruit in slices and tidbits, it is cut into fingers, also prepared in crushed form. Eat your pineapple frozen; drink the golden juice. But now at the height of its season, enjoy the fruit fresh. Use it in new and dramatic ways."

Practical Home Economics

Two articles in the May issue of *Practical Home Economics* magazine present information about canned foods. The articles in this magazine are written especially for teachers of home economics. Distribution of the magazine not only includes teachers, but people in all phases of home economics.

The first article, "Cash & Carry," gives "some tips on getting the most for the least over the food counter." Label information and a can size chart were included in the portion devoted to buying canned foods.

Another article, "To Market, To Market" takes the student on a tour of a supermarket, pointing out the features of the various classifications of foods. About canned foods, it says:

"New methods of food processing have resulted in truer flavors and better textures. There is also a greater variety available. More so than in any other type of food preservation.

"The importance of canned foods to the American consumer is evident from the report of sales which have increased steadily through the years. Canned foods processors continue to introduce new products—all ready to heat and serve. Canned foods are known for their reliable quality and long shelf life to both city and rural families. Such products have an important place in the supermarket of today and tomorrow."

The American Weekly

Food Editor Amy Alden's Household Almanac article, "Start with a Spaghetti Sauce," in *The American Weekly* magazine on May 13, featured hurry-up dinners for the family.

Each of the five recipes given in the article included at least one canned food. Those used were marinara sauce, meatless spaghetti sauce, mushroom spaghetti sauce, tomato sauce, mushrooms, and tuna.

The American Weekly is a popular Sunday magazine supplement distributed with many leading metropolitan newspapers. It has a circulation of approximately 10 million.

TV and Newspaper Releases

A special television release built on the opportunities accorded by canned foods to put springtime foods on the table the year 'round was recently issued to 265 telecasters in 162 cities with an estimated viewing audience of 24 million. The release was part of the monthly series "Television Service," issued as part of the continuing N.C.A. Consumer and Trade Relations Program. The copy was tied in to an April feature in *Charm* magazine, entitled "Meals in Minutes," which offered 10 dinner suggestions utilizing canned products of all kinds.

The same springtime theme, emphasizing canned foods, also was utilized in a special newspaper release under the "Food News" series. This went to 1,000 papers with a circulation of 13 million.

Importance of Canning

The importance of the canning industry and the contributions it makes to public welfare were emphasized in an illustrated feature story in Geographic School Bulletin No. 29, issued May 7 by the National Geographic Society to a circulation of about 28,000 in secondary schools.

The article was No. 8 in a feature series entitled "Everyday Wonders." Text, occupying three pages and ornamented with six pictures, was about evenly divided between discussion of the tin can and of the canning industry. In preparation of the article the authors conferred with the N.C.A. Information Division, and made generous use of material from its publication, *The Canning Industry*.

Shipments of Metal Cans

Shipments of metal cans for fruits, vegetables and juices during the first quarter of 1956 exceeded the volume shipped during the same period of 1955 by about 4 percent, on the basis of a report by the Bureau of the Census, U. S. Department of Commerce.

Shipments of cans for fish and sea food during the first quarter were up about 8 percent, and shipments of cans for meat and poultry were up 28 percent above the first quarter last year.

	Jan.-March 1955	1956
	(*short tons of steel*)	
Fruit and vegetable (including juice)	191,501	199,713
Fish and sea food	15,237	16,560
Meat (including poultry)	34,174	43,789

1955 Pack of White Potatoes

The 1955 pack of canned white potatoes totaled 3,148,736 actual cases as compared with the 1954 pack of 1,935,681 cases, according to a report by the N.C.A. Division of Statistics.

Container size	East	West
	(*actual cases*)	
24/2	(a)	(a)
48/8Z	70,573	17,392
24/300	46,617	754,408
24/303	972,709	886,834
24/2½	.....	(a)
6/10	140,139	207,459
Misc. tin and glass	24,836	27,709
U. S. Total, 1955	1,254,874	1,893,802
U. S. Total, 1954	871,393	1,064,288

East includes Me., N. Y., N. J., Md., Va., N. C., S. C., Ga., Fla., Ala., Miss., Tenn., Ohio, and Mich. West includes Ind., Minn., Wis., Ark., Okla., Tex., Colo., Utah, Calif., and Ore. (a) Included in miscellaneous.

1955 Pack of Sweet Potatoes

The 1955 pack of canned sweet potatoes totaled 4,422,493 actual cases as compared with the 1954 pack of 3,503,681 cases, according to a report by the N.C.A. Division of Statistics.

State	1954	1955
	(*actual cases*)	
Md., Va., and N. J.	1,635,333	1,746,230
La., Miss., and Ala.	1,276,398	1,783,069
Ark., Mo., and Okla.	221,956	533,136
Other states	369,994	360,058
U. S. Total	3,503,681	4,422,493

Other states include Calif., Ga., N. C., Texas, and Puerto Rico.

Green Peas for Processing

The 1956 acreage of green peas, planted or to be planted, for processing is estimated as of May 15 at 504,100 acres by the Crop Reporting Board of USDA. This compares with 470,400 acres planted in 1955 and the average of 459,340 acres planted during the preceding 10-year period.

Of the 1956 plantings, 158,150 acres are indicated for freezing and 345,950 acres for canning and other processing. This year's prospective acreage for freezing is the highest of record.

The 1956 acreage of sweet, wrinkled types totals 409,940 acres, and smooth, round varieties 94,160 acres. In 1955 sweet wrinkled varieties accounted for 369,270 acres and smooth, round types totaled 101,130 acres.

In California, where harvesting operations were well under way, indications on May 15 pointed to a production of 21,980 tons. This compares with 14,110 tons harvested in 1955 and the 1945-54 average of 8,560 tons.

State	10-year ave. 1945-54	1955	1956 Preliminary	Percent change from 1955
	(acres)	(acres)	(acres)	
Maine	7,430	7,800	7,800	....
N. Y.	30,540	22,000	21,700	− 1
Pa.	14,460	13,200	14,000	+ 6
Ohio	3,360	1,600	1,400	−12
Ind.	4,320	2,800	2,800	....
Ill.	24,240	29,200	30,700	+ 5
Mich.	7,420	5,600	6,100	+ 9
Wis.	135,810	127,000	133,400	+ 5
Minn.	52,600	62,400	64,500	+ 3
Iowa	4,280	4,200	3,700	−12
Del.	2,490	4,000	6,200	+55
Md.	9,380	9,600	10,200	+ 6
Va.	2,320	2,800	2,400	−14
Idaho	9,580	18,100	18,100	....
Colo.	4,190	1,500	2,500	+67
Utah	10,780	7,600	6,800	−11
Wash.	61,900	70,000	81,000	+16
Ore.	56,230	63,000	69,200	+10
Calif.	8,470	11,400	15,100	+32
Other states[1]	9,530	6,600	6,500	− 2
U. S. Total	459,340	470,400	504,100	+ 7
For canning and other processing	357,570	330,270	345,950	+ 5
For freezing	101,770	140,130	158,150	+13

[1] Ark., Kans., Mo., Mont., Nebr., N. J., Okla., Tenn., W. Va., and Wyo.

Cabbage Purchase Program

In order to encourage domestic consumption of cabbage by diversion from the normal channels of trade, a cabbage purchase program was made effective April 30 by the Agricultural Marketing Service of USDA. The program "will continue as needed but no later than June 30."

Purchases under this program will be made in producing areas where surpluses are causing serious marketing problems. Cabbage so purchased, using "section 32" funds, will be distributed to nonprofit school lunch programs and other eligible outlets. The quantity of cabbage to be purchased will depend upon marketing conditions at the time of purchase, the availability of outlets for the use of cabbage without waste, and upon the amount of funds available for such purchases, USDA said.

Meat Grading Regulations

Notice is given in the *Federal Register* of May 18 that the Agricultural Marketing Service of USDA proposes further changes in regulations governing meat grading activities.

The proposal follows consideration of comments on an earlier proposal, which was published in the *Federal Register* of January 7. USDA said that a number of changes in the original proposal have been made.

Stocks of Canned Foods on May 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, RSP cherries, lima beans, carrots, corn, and peas have been issued by the N.C.A. Division of Statistics, and detailed reports covering the May 1 stock and shipment situation have been mailed to all canners of these products.

	Carry-over month	Case basis	Total Supply 1954	Total Supply 1955	Canners' Stocks, May 1 1955	Canners' Stocks, May 1 1956	Season Shipments to May 1 1955	Season Shipments to May 1 1956
			(*thousands of cases*)					
Apples	Aug.	6/10	4,857	4,625	1,999	[a]1,840	2,858	2,785
Applesauce	Aug.	actual	15,720	15,897	5,483	4,976	10,237	10,921
RSP cherries	July	actual	3,253	5,027	347	875	2,906	4,152
Lima beans	Aug.	actual	4,411	4,149	1,689	1,716	2,722	2,433
Carrots	July	actual	3,020	2,643	1,231	730	1,789	1,913
Corn	Aug.	actual	41,906	34,530	12,752	9,155	29,154	26,375
Peas	June	actual	31,488	33,096	3,564	4,245	27,924	28,851

[a] Stocks consist of 1,967,353 actual cases, comprising 1,443,636 6/10's, 507,828 24/2's, and 15,889 cases of miscellaneous container sizes.

RSP Cherries for USDA

USDA announced on May 18 that it contemplates purchasing canned red tart pitted cherries packed during the 1955 calendar year for distribution in non-profit school lunch programs.

Offers may be submitted by growers, associations of growers, or canners for the sale of this commodity packed in No. 10 or No. 2 size cans. Offers of the No. 2 size will be considered on a basis competitive with the No. 10 size; that is, at an equal cost for equal net content.

Details and specifications are being mailed to canners by USDA. Offers to sell should be submitted to the Director, Fruit and Vegetable Division Agricultural Marketing Service, USDA, Washington 25, D. C., by May 29 for acceptance by June 1.

The announcement, FV-237, specifies special labeling. The announcement also states that contracts made under this offer will be exempt from the Walsh-Healey Act.

USDA will require deliveries during the period August 6 through September 1.

QMC Requirements for Peas, Cherries, Blackberries

Tentative requirements for canned peas, sweet cherries, and blackberries from the 1956 pack to meet the requirements of the armed forces were announced May 10 by the Department of Defense.

Procurement will be effected by the various Market Center offices of the Army Quartermaster Market Center System with headquarters at 226 West Jackson Blvd., Chicago 6, Ill.

Prepared by the Army QMC, the following estimated requirements, subject to modification, are announced by the Defense Department to assist industry in planning 1956 production:

Item	Grade	Type	Can Size	Quantity (pounds)
Blackberries	A (Fancy) or B (Choice)	Water Pack	No. 10	3,460,000
			No. 303	300,000
			Total	3,760,000
Cherries, sweet	A (Fancy) or B (Choice)	IIa (light unpitted) or IIIa (dark unpitted)	No. 10	3,473,000
			No. 2½	505,000
			Total	3,978,000
Peas	A (Fancy) or B (Ext. Std.)	Sizes 1 through 5	No. 10	20,264,000
			No. 303	9,747,000
			Total	30,011,000

Status of Legislation

Alaskan fisheries—H. R. 8405, to transfer supervision of Alaskan fish and game from the Interior Department to the Territorial Government, was reported by the House Interior Subcommittee on Territories and is pending before the full Committee.

Anti-merger legislation—A bill, H. R. 9424, which would require prenotification of certain mergers and permit preliminary injunctions to restrain mergers, was passed by the House April 16 and is pending before a Senate Judiciary Antitrust Subcommittee.

Customs simplification—The Senate Finance Committee is expected to act on House-passed H. R. 6040 after it completes work on social security legislation. Bill would revise the method by which the value of imported merchandise is determined for customs evaluation.

Farm labor housing—H. R. 9600, to provide for amortization deductions with respect to housing facilities for agricultural workers, is pending before the House Ways and Means Committee.

Farm workers transportation—S. 3391, providing for ICC regulation of interstate transportation of migrant agricultural workers, was passed by the Senate May 1 and was the subject of hearings by House Interstate and Foreign Commerce Committee May 18.

FDA chemical additives—Hearings on bills to regulate the use of chemical additives in food were concluded Feb. 14, but House Committee has not considered subject in executive session.

FDA codification—H. R. 6991, to revise, codify, and enact into law Title 21 of the U. S. Code entitled "Food, Drugs, and Cosmetics," was passed by the House and is pending before the Senate Judiciary Subcommittee on Revision and Codification.

FDA imitation food—H. R. 3692, to prohibit the interstate marketing of any "imitation" of a standardized food product, even though the imitation product is plainly labeled as such, is pending before the House Interstate Commerce Committee.

Fisheries Commission—S. 3275, to create a five-man semi-independent United States Fisheries Commission for formulation of federal fisheries policy, was reported by Senate Interstate and Foreign Commerce Committee on May 17. Companion bills are the subject of hearings begun by the House Subcommittee on Fish and Wildlife Conservation May 21 (see story, page 220).

Fisheries education—S. 2379, authorizing federal funds for scientific and vocational fisheries education, was reported by the Senate Interstate and Foreign Commerce Committee, with an amendment, May 17, and was passed by the Senate on May 21.

Import quotas—H. R. 8954 and other bills to establish an import quota mechanism are pending before the House Ways and Means Committee.

Marketing orders—cranberries—S. 2933 and H. R. 8384, to bring cranberries for canning under the orders provisions of the Agricultural Marketing Agreements Act, are pending before the Senate and House Agriculture Committees. No action scheduled, but Senate bill is under consideration by a subcommittee.

Marketing orders—potatoes—H. R. 9484 and S. 3262, to establish a national marketing control including potatoes for canning, were introduced Feb. 22. No action scheduled.

Negotiated procurement—House-passed H. R. 8710 is pending before the Senate Armed Services Committee. No action scheduled.

OTC—H. R. 5550, authorizing U. S. participation in OTC, was reported by House Ways and Means Committee, with amendments, April 18.

Poultry inspection—Bills providing for mandatory inspection of poultry and poultry products by the FDA were the subject of public hearings by a Senate Labor Subcommittee May 10 and are pending before the full Committee.

Price supports—Mandatory price supports at 90 percent of parity were killed by President's veto. Compromise soil bank measure passed by House is under consideration in the Senate.

Robinson-Patman Act—Hearings on H. R. 11 and similar legislation was concluded by the House Judiciary Antitrust Subcommittee April 26. No further action scheduled.

Statehood—H. R. 2535, to provide statehood for Alaska and Hawaii, was recommitted to the House Interior and Insular Affairs Committee.

Sugar Act—A conference report on H. R. 7030 was adopted by the House and Senate and cleared for the President.

Trip-leasing—S. 898, to limit the authority of the ICC to regulate the duration of trip leases for carriers of

perishable agricultural and fishery products, was passed by the Senate March 28 and was the subject of public hearings by the House Interstate Transportation Subcommittee May 16-17 and 21.

Wage-hour coverage—Senate Labor Subcommittee opened hearings May 8 on all measures to extend coverage under the Fair Labor Standards Act. Hearings were interrupted this week (see story, page 205). House Labor Committee has scheduled no action.

Waste disposal—The House Ways and Means Committee has taken no action on a number of bills to allow the rapid amortization of waste disposal facilities and treatment works.

Water pollution—S. 890, to amend and extend the Water Pollution Control Act, was passed by the Senate June 17, 1955, and was reported by the House Public Works Committee July 26, 1955, but recommitted. H. R. 9540, a new bill, was approved by a House Public Works Subcommittee May 2 and is pending before the full Committee.

FDA Amendment on Labeling in English Language

The Food and Drug Administration has amended its regulations for the enforcement of the Federal Food, Drug, and Cosmetic Act so as to permit the substitution of another language for English on food products distributed solely in a Territory, under specified conditions.

Following is the text of the FDA amendment, as published in the *Federal Register* of April 27:

"In § 1.9 *Food; labeling; prominence of required statements*, paragraph (c) (1) is amended by changing the period at the end thereof to a colon and adding the following clause: '*Provided, however*, That in the case of articles distributed solely in a Territory where the predominant language is one other than English, the predominant language may be substituted for English'."

The amendment was effective upon publication in the *Federal Register*.

U. S. Fisheries Commission

Congress is expected to enact legislation which is intended to elevate the status of fisheries in the federal government, by placing control over U. S. fisheries policy in a new semi-independent commission.

A bill for this purpose, S. 3275, has been approved by the Senate Committee on Interstate and Foreign Commerce, and companion bills are the subject of hearings begun by a House subcommittee May 21.

S. 3275 would split the Fish and Wildlife Service into a Fisheries Division and a Wildlife Service, both agencies remaining in the Interior Department. The Fisheries Divison would carry on the federal programs of research, statistics, management, and promotion of both commercial and sport fisheries, under the policy guidance of the new United States Fisheries Commission.

The Fisheries Commission would be composed of five members, appointed by the President with the advice and consent of the Senate. The chairman of the Commission would be the Assistant Secretary of the Interior for Fisheries, a new position, and the four public members would be chosen on the basis of geographical representation and appointed for staggered five-year terms.

The Fisheries Commission would be empowered to assist all other federal departments or agencies in any matter related to the fisheries. It also would send a representative to assist the State Department in all trade agreement negtiations involving fishery products.

S. 3275 is co-sponsored by 35 Senators. Companion bills have been introduced by a number of Representatives.

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